



CASE STUDY

Precision Technology Supplies

Precision Technology Supplies improves online presence with prof.ITplus

PTS moved from Sage to OGL's business software, prof.ITplus, back in 2005 and over the last 13 years they have seen their company expand and their online customer base increase dramatically.

With a keen interest in improving their online store and staying ahead of the current market trends, PTS knew it was important to invest in their eCommerce site to progress in the digital world. Expanding their market globally has been made easier with a comprehensive

and well-designed eCommerce website that showcases their brand to the world, "we wanted [the website] to be a window to the world for our products and our brand. I think we've succeeded." PTS understands the importance of an online presence and with OGL's Development Team, they have created a successful website that showcases their brand, products and helps them to continue to grow the business.

To become one of Europe's leading importers and distributors of stainless-steel fasteners, you have to be able to effectively communicate your brand and products globally. PTS knew that a comprehensive eCommerce site was the best way to showcase who they are, what they had to offer and to highlight why they are best in the market. This is why PTS decided to invest in refreshing their existing eCommerce site so that it's relevant and stands out in the market.



About Precision Technology Supplies

PTS is one of Europe's leading importers and distributors of stainless-steel fasteners and precision turned parts. Trading since 1988, they initially began supplying special parts for computers, imported from the Far East. After realising their talents were better suited in the fastener industry, they quickly reinvented themselves to supply general commercial fasteners, focusing mainly on the stainless-steel market.



Did you know: their 3 strong management team has over 90 years' experience in the fastener industry.

“ We wanted the website to be a window to the world for our product and brand. And yes, I think we have succeeded. ”
Precision Technology Supplies, West Sussex

“The eCommerce site takes away a lot of the administration in updating the details about the products online, which keeps customers informed without having to call us.”

“We wanted it to be fully responsive and SEO friendly. Refreshing our website was a good opportunity to redesign and update everything in line with larger competitor sites and update to the current style of website design”. Their updated website currently contributes to “25% of sales and 30% of profits” and PTS plans to continue to grow their online product range.

The ability to trade globally became a key influencer in the particular features needed for their redesign. This is why the site offers 6 different languages and 3 currencies for ease of purchasing across the world. It was also important that customers could seamlessly purchase items online without contacting support, “the eCommerce site takes away a lot of the administration in updating the details about the products online, which keeps customers informed without having to call us with general queries.” The development of the Sagepay and PayPal iframe integration to produce a one-page checkout was also important in maximising efficiency of the checkout process.

Another important feature of the eCommerce site is how it integrates with prof.ITplus to ensure that the running of the online store is as easy as possible. The system can “deliver real-time pricing and stock data to the site” which ensures customers are kept up-to-date and PTS can maintain a high standard of customer service to a global audience.

Similarly, “the orders are automatically imported into prof.ITplus and we get an email notification telling us an order has hit our system” to ensure online orders are dealt with in the same way that any other order in the business would and that the order processing flow is kept clear and efficient.

PTS and OGL have created an eCommerce site that reflects their brand and includes features such as the Sketchfab 3D models of each product that makes them stand out in the market. Their site is also robust enough to host over 43,000 products and allows them to grow as they continue to expand in the global market.



Don't just take our word for it...

“The eCommerce site accounts for 25% of sales and 30% of profits currently, but it's more than just an eCommerce site, it gives us a shop window to the world and gets our brand noticed.”

**Precision Technology Supplies,
West Sussex**



Learn more ... Our other products & services

One of the key benefits of working with OGL is that, as well as our Business Software division, we also have other divisions dedicated solely to the provision of IT Solutions and Cyber Security. Meaning we can take care of your business software

requirements and your infrastructure and security needs. We have many specialists in our IT Solutions and Cyber Security divisions who work seamlessly alongside our Business Software Consultants to offer the full IT package.

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All taken care of, by experts.

Our business software experts are waiting to hear from you:

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